C4722-2
12/28/87

DECEMBER 21, 1987

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

MUST-CARRY TOSSED OUT AGAIN

OPERATORS MARSHAL BEHIND PPV

GETTING DOWN TO BASICS WITH PAY

EVERYTHING HAPPENING AT ONCE IN U.K.

STOCKS FINISH BUMPY YEAR 20% AHEAD

SUMMING UP THE WESTERN SHOW: SPEAKING VOLUMES WITHOUT SAYING A LOT

CableVision

FRONT LINE

Must-carry loses again 12
Relations between cable and broadcast are again in disarray as a result of the carefully structured compromise on must-carry getting tossed out on its ear by the federal appeals court in Washington. Independent broadcasters and public stations are especially worried.

PPV to blossom in '88 18
With many major MSOs now joining the ranks of the converted, pay-per-view should blossom in 1988. ATC and Comcast now are on board, among many others.

Storer talks restart 19
The operator consortium led by TCI is again talking with KKR about Storer, with the operator group offering half a million subs as a sweetener.

Turner deal looks doubtful 20
Due to the financial and operational complexities, some insiders are beginning to doubt that bringing NBC into Turner Broadcasting can be accomplished.

Departments

Between the Lines 6
Cablescope 11
Stats 26, 62, 72-73
Classifieds 64-65
People 66
Events 70
Products 69
Ad Index/From New York 71
Parting Words 74

PROGRAMMING

Getting down to basics with pay 24
Galavision has done it. So have AMC and Bravo. And in the process of migrating from the pay tier to the basic or bonus-to-basic package, those programming services have made huge gains in distribution. Some say the major pays might be well advised to do the same, and Showtime at least is raising the possibility. But there are some thorny problems.

LAW AND REGULATION

Effective competition 30
It didn't require genius to interpret the FCC's effective competition standard, merely an ability to count to three. But the commission's three-signal test is under challenge, with opponents hoping to teach cable to count to 10.

FORUM

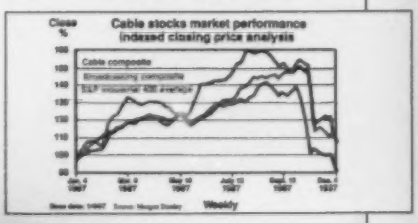
The Ps and Qs of PPV 32
Signs that the pay-per-view business should have a bright future are all around us during this holiday season. Americans' growing consumerism point to a clientele that can appreciate good product delivered on convenient terms, writes Request President Jeffrey Reiss.

INTERNATIONAL

Changes and challenges in U.K. 36
Once there was "The Beeb" and that was it. But now television in the United Kingdom is wide open, with cable, DBS and U.S.-style TV all developing at once. The U.K.'s stiff upper lip is quivering somewhat at all this change, presenting opportunities for American entrepreneurs.

BUSINESS AND FINANCE

Good year for stocks 54
Black Monday hurt, but despite the crash cable stocks on average are about 20 percent ahead of where they were early in 1987. TCI is up 24.5 percent, ATC is ahead 17 percent, but Jones has fallen 30 percent.



COVER STORY

The Western Show 40
For a quiet convention, a lot happened at this year's Western Show. But most of the action was bubbling just below the surface, including the beginnings of a battle for cable programming exclusivity.
—Photo by Candace Drake

BETWEEN THE LINES

Cable's network bashing: an unseemly, unwise sport

When he was a boy, Mark Twain wrote, he was appalled at his father's stupidity. But by the time he turned 21, Twain was amazed at how much the old man had learned in so short a time.

The cable industry now is acting like that little boy, regularly going about attacking the Big Three networks, who begat cable, as dimwitted dinosaurs. Ted Turner lives for the day, he said at the Western Show, when one of them goes dark. Even such a learned gentleman as Ralph Baruch, in a speech last week at the Washington Cable Club, gloats over declining ratings at the networks, and accuses them of now being incapable of programming innovation. "Television is too important to be left to the broadcasters," he said.

The day may come when cable, like Twain, reaches adulthood—when it will be held to the same public scrutiny as the networks have for the past 20 years, when its prime time lineups are as dissected in print as the networks', when every ownership change prompts a congressional hearing—and then cable will sigh wistfully, and admit that Old Man Network wasn't so dumb after all.

But this pattern of behavior is classic cable. Before the Cable Act, industry leaders used to frequently describe the many wonderful things that would happen but for all that stifling municipal regulation. Now that it has committed the Act, many companies are having difficulty living up to public expectations. Cable used to cry out for free speech rights until it came within an eyelash of actually being knighted as a First Amendment speaker.

All of this is not to say that cable should not compete with the networks, or that is should give up on its long march toward respectability. Far from it. But there is much to be gained from having the Big Three out front, doing the downfield blocking and drawing the fire of elected officials. The cable industry remains in need of the breathing space afforded by the networks' shield.

In a legal sense broadcasting has been held to a higher standard—its public interest obligations—because of its means of distribution. Applying common sense, though, those obligations were imposed on broadcasters because theirs was the medium that bound the nation together. So it certainly is not outside the realm of possibility to consider that if cable pushes broadcasting under its thumb while achieving near-universal penetration, that the public interest mantle then will fall upon its shoulders.

The cable industry historically has worked harder and was more innovative because it was No. 2. It kept up a head of steam simply because it had something to push against. If cable leaders succeed in implanting the notion that the networks are nothing more than low-rated channels on a crowded dial—indeed, if it causes one of them to go dark—then the industry could be in real danger of losing its verve, of falling prey to the quick-fix, lowest-common-denominator mentality it so long has struggled against.

Cable has accomplished much and has created much in which it can take pride. But it is certainly unseemly, even unwise, for the industry to call attention to its distinctions through network bashing. Following that course establishes a seesaw effect: Cable can only soar as high as broadcasting sinks. The industry does not need to be tethered in that fashion.

—Steve Tuttle
Editor and Associate Publisher

CableVision

William McGorry
Publisher
Steve Tuttle
Editor and Associate Publisher

EDITORIAL

DENVER—Roger Brown, Associate Editor; Linda J. Johnson, Production Editor;
NEW YORK—Virginia Munger Kahn, Bureau Chief; Wayne Friedman, Senior Editor; Candace Drake, Photography/ Statistics
WASHINGTON—John Wolfe, Managing Editor, Bureau Chief
WEST COAST—Fred Dawson, Bureau Chief, Editorial Consultant

PRODUCTION

DENVER—Jeff Knight, Production Director; Don Ruth, Graphics Director; Elaine Callahan, Production Assistant; Debbie Van Dyke, Production Assistant

ADVERTISING

NEW YORK—Josh Gordon, Associate Publisher/Ad Director; Elaine Alimonti, Stacey Kibel, Regional Sales Managers
DENVER—Jim Dickson, Regional Sales Manager; Judy Medley, Classified Advertising

CIRCULATION

SOLON—Dottie Sievers, 6521 Davis Industrial Parkway, Solon, Ohio 44139, (216) 248-1125.

OFFICES

DENVER—600 Grant St., Suite 600, Denver, Colo. 80203 -or- P.O. Box 5208-TA, Denver, Colo. 80217. (303) 860-0111; Fax: (303) 837-8625
NEW YORK—432 Park Ave. South, Suite 1109, New York, N.Y. 10016. (212) 213-3110; Fax: (212) 213-3126
WASHINGTON—1611 N. Kent Street, Suite 910, Arlington, Va. 22209. (703) 247-3368; Fax: (703) 243-4190
WEST COAST—366 S. Morning Sun, Mill Valley, Calif. 94941. (415) 381-2900

Patrick Keleher
President/Chief Executive Officer
Janice L. Benesch, Controller

December 21, 1987
Volume 12, Number 33

ITCI
INTERNATIONAL THOMSON COMMUNICATIONS INC

©International Thomson Communications Inc., 1987. All rights reserved.

CableVision (USPC 547-410) (ISSN 0361-8374) is published biweekly by International Thomson Communications Inc., 600 Grant Street, Suite 600, Denver, Colorado 80203 -or- P.O. Box 5208-TA, Denver, CO 80217. Dec. 21, 1987, Volume 12, Number 33. Subscription price: 1 year, $46.00; 2 years, $82.80. Outside USA 1 yr.-$124, 2 yr.-$205, 3 yr.-$274. PREPAYMENT IN U.S. FUNDS ONLY! Second-class postage paid at Cleveland, Ohio and additional mailing offices. POSTMASTER: Please send address changes to, *CableVision*, P.O. Box 5208-TA, Denver, Colorado 80217.

ABP BPA

Pay-Per-View Supply Chart

December

Amazing Grace and Chuck (12/1) — Source: Tri-Star
MPAA Rating: PG Running Time: 115 mins.
Cast: Jamie Lee Curtis, Gregory Peck, William L.Peterson.

Beyond Therapy (12/3) — Source: HBO Enterprises
MPAA Rating: R Running Time: 93 mins.
Cast: Jeff Goldblum, Tom Conti, Glenda Jackson.

Danger Zone (12/1) — Source: Skouras
MPAA Rating: NR Running Time: 89 mins.
Cast: Jason Williams, Robert Canada.

The Gate (12/15) — Source: New Century/Vista
MPAA Rating: PG-13 Running Time: 87 mins.,40 secs.
Cast: Stephen Dorff, Louis Tripp, Christa Denton.

Harry and the Hendersons (12/24) — Source: Universal
MPAA Rating: PG Running Time: 111 mins.
Cast: John Lithgow, Melinda Dillon, Don Ameche.

House II (12/31) — Source: HBO Enterprises
MPAA Rating: PG-13 Running Time: 85 mins.
Cast: Jonathan Stark, Ayre Gross, John Rattcenberger.

Million Dollar Mystery (12/12) — Source: HBO Enterprises
MPAA Rating: PG Running Time: 95 mins.
Cast: Tom Bosley, Rich Hall.

Necropolis (12/23) — Source: Vestron
MPAA Rating: R Running Time: 77 mins.
Cast: LeeAnne Baker,Jacquie Fitz, Micheal Conti.

Nightmare on Elm Street 3,Dream Warriors (12/24) — Source: Universal
MPAA Rating: R Running Time: 97 mins.
Cast: Nancy Thompson, Kristen Parker, Max.

Outrageous Fortune (12/3) — Source: Touchstone Pictures
MPAA Rating: R Running Time: 99 mins.
Cast: Shelley Long, Bette Midler, Peter Coyote, George Carlin.

Personal Services (12/23) — Source: Vestron
MPAA Rating: R Running Time: 104 mins.
Cast: Julie Walters, Alex McCowan.

River's Edge (12/1) — Source: HBO Enterprises
MPAA Rating: R Running Time: 99 mins.
Cast: Dennis Hopper, Cristin Glover, Roxana Zal.

Roxanne (12/3) — Source: Columbia
MPAA Rating: PG Running Time: 107 mins.
Cast: Steve Martin, Daryl Hannah.

Summer School (12/23) — Source: Paramount
MPAA Rating: PG-13 Running Time: 98 mins.
Cast: Mark Harmon Kirstie Alley.

Wimps (12/11) — Source: Vestron
MPAA Rating: R Running Time: 94 mins.
Cast: Louie Bonanno, Deborah Blaisdell, Jim Abele.

January

The Believers (1/6) — Source: Orion
MPAA Rating: R Running Time: 114 mins.
Cast: Martin Sheen, Helen Shaver, Robert Loggia.

Blood Diner (1/16) — Source: Vestron
MPAA Rating: NR Running Time: 95 mins.
Cast: Carl Crew, Richard Berks, Rodger Dauer.

Campus Man (1/9) — Source: Paramount
MPAA Rating: PG Running Time: 94 mins.
Cast: John Dye, Steve Lyon, Kim Delaney, Morgan Fairchild.

Dragnet '87 (1/14) — Source: Universal
MPAA Rating: PG-13 Running Time: 106 mins.
Cast: Dan Aykroyd, Tom Hanks, Christopher Plummer.

La Bamba (1/21) — Source: Columbia
MPAA Rating: PG-13 Running Time: 111 mins.
Cast: Esai Morales, Rosana DeSoto, Elizabeth Pena.

Secret of My Success (1/1) — Source: Universal
MPAA Rating : PG-13 Running Time: 110 mins.
Cast: Micheal J. Fox, Helen Slater, Richard Jordan.

Shadey (1/1) — Source: Skouras
MPAA Rating: PG-13 Running Time: 90 mins.
Cast: Katherine Helmond, Patrick MacNee, Tony Sher.

The Squeeze (1/9) — Source: Tri-Star
MPAA Rating: PG-13 Running Time: 101 mins.
Cast: Michael Keaton, Rae Dawn Chong, Rick Abernathy

Summer Heat (1/9) — Source: Paramount
MPAA Rating: R Running Time: 83 mins.
Cast: Lori Singer, Anthony Edwards.

Superman IV: The Quest For Peace (1/13) — Source: Warner Bros.
MPAA Rating : PG Running Time: 91 mins.
Cast: Christopher Reeve, Margot Kidder, Gene Hackman, Jackie Cooper.

Walk Like A Man (1/1) — Source: MGM/UA
MPAA Rating : PG Running Time: 86.14 mins.
Cast: Howie Mandel, Christopher Lloyd, Cloris Leachman.

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.

Film information provided to International Thomson Communications Inc. by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SUBSCRIBERS
Cable Video Store	April 1, 1986	Satcom 4, tr. 16	VideoCipher II	Movies, how-to's, special events. 24 hours per day, approx. 50 titles per month	Currently serving 16 MSOs nation-wide (40,000 Impulse addressable subscribers)
Private Ticket	July 1985	Standalone	None	Two and one-half hours nightly. One original title, plus up to two licensed films edited for Playboy.	Available in systems serving 185,000 subs (139,000 addressable).
Request Television	November 27, 1985	Galaxy 1, tr. 12	VideoCipher II	Min. of four major motion pictures per week over 14 day cycle, special events	Available in systems serving 3.6 million subs. (2.5 million addressable).
Teistar Channels	June 5, 1986	Spacenet 2, tr.1,3,11,23	VideoCipher II	Channel 1: 2 movies per week,the newest and top-selling. Channel 2: Cult favorites, childrens and top of the charts video store sellers. Channel 3: Additional plays of movies 1 & 2 (frequency channel).	Available in systems serving 120,000 subs (60,000 addressable).
Viewer's Choice	November 26, 1985	VC-1 Galaxy III, tr. 21, VC-2 Galaxy III, tr. 18	VideoCipher II	Channels I & II: First-run movies, special events	Available in systems serving over 3 million subs.

Buying subs

Typical prices aren't as frothy as some high-profile transactions

By Virginia Munger Kahn

ANAHEIM—Despite admissions that prices in the private system market are off about 5 or 10 percent, industry executives and their financial backers remain bullish about the underlying financial strength of the business and their ability to maintain an active and healthy system marketplace. In panel sessions on the public and private markets, speakers emphasized the positive and pointed to several recent transactions as key indicators of the direction of prices and values.

John Malone, Tele-Communications Inc. president and CEO, said at the opening session that one of TCI's affiliated companies had bid $2,750 per subscriber for a system, and lost. The bidder was Lenfest Communications and the properties in question were Harte-Hanks' Philadelphia area systems.

Meanwhile, Jones Intercable reportedly has agreed to pay $2,800 per subscriber for the Broward County, Fla., system owned by Buford Cable TV. While Glenn Jones, chairman of Jones International, declined to discuss the system specifically, he told one panel that the company can achieve a 15 percent rate of return over five years paying that type of price "provided it has growth in it."

Gordon Crawford, senior vice president at Capital Guardian Research, even suggested that there are some systems worth $3,600 a subscriber, pointing to the Cablevision Systems properties on Long Island, which have higher revenues per subscriber than any system in the country. In general, however, Crawford indicated that if the average cable system generates $250 a year per subscriber in revenue, based on current cash flow margins and a 12 times multiple, that system should now be worth only $1,600 a sub.

In fact, while deals with high price tags continue to attract the most attention, many industry executives and brokers contend industry averages are not quite as frothy as indicated by those high-profile transactions. John Waller, president of Waller Capital, told one panel that the industry average probably is closer to $1,800 a subscriber.

Pointing to several deals that had elicited a good deal of interest (see chart), Waller noted that on average they sold for 11 to 12.5 times 1988 cash flow and $1,800 per subscriber, despite the fact that many of them were stock transactions. Stock transactions normally should bring the price down. Significantly, the multiple on existing cash flow ranged between 18 and 22 times, "which shows you what people think they can do with these systems," noted Waller.

In fact, many industry executives and financiers attributed the "remarkably resilient" market, in the words of Morgan Stanley's Steven Rattner, to the underlying strength of the industry's fundamentals. They pointed to the turnaround in pay television, surprisingly strong basic unit growth, and improving cash flow margins as reasons behind the continued willingness of buyers to pay up for cable systems.

"The fundamentals have never been better," Julian Brodsky, vice chairman of Comcast Corp., told a panel on financing options. This year Comcast will add 92,000 basic units and 98,000 pay units on a net basis. TCI's Malone reported that his company had added 160,000 basic subscribers in October, "our best internal growth month ever." On average the industry as a whole adds 225,000 subscribers per month, according to Arbitron figures.

"The fundamentals are as bulletproof as any business in this economy," said Crawford, referring to potential negatives that could adversely affect the system market.

While the fundamentals are solid and the private market has remained strong, brokers admit that in the wake of the stock market crash there has been a slight falloff in prices, of about 5 to 10 percent, across the board and that buyers are becoming more selective. That selectivity is the result of increased caution not only on the part of buyers but also on the part of commercial lenders who may be "sharpening their pencils" a bit in the current environment, said one broker.

Even more important has been the increased expensiveness or outright elimination of certain sectors of the subordinated debt market. "What has happened is that the ability to defer interest payments in the form of zero coupon bonds and other junk bonds has been hurt," Peter Sokoloff, senior vice

See **Deals**, *page 53*

Transaction analysis of notable 1987 deals

Month	Seller	Buyer	Price	Basic subs	Value per sub	X CF**
January	McCaw Communications	Jack Kent Cooke	$755 MM	433,000	$1,744	11.3/n.a.
May	James Communications*	First Carolina	$167 MM	100,000	$1,670	11.2/18.8
May	Mountain Cable	Adelphia	$117 MM	59,000	$1,983	12.3/19
June	First Carolina*	Jack Kent Cooke	$295 MM	167,000	$1,766	12.0/21
June	Scott Cable*	Simmons Communications	$184 MM	107,000	$1,714	11.5/20
July	Adams-Russell*	Cablevision Systems	$454 MM	231,000	$1,985	12.3/n.a.
July	Multi-Channel*	Adelphia	$222 MM	110,000	$2,018	12.7/n.a.
August	C4 Media Cable	U.S. Cable Television Group	$126 MM	72,000	$1,750	11.8/22.9
November	Essex Companies*	U.S. Cable Television Group	$225 MM	135,000	$1,667	12.7/18.0
		Totals	**$2,545 MM**	**1,414,000**	**$1,800**	

*Stock Purchase

**Acquisition price as a multiple of projected 1988 and historical cash flow.

Source: Waller Capital

Legal, *from page 46*

to come from."

MPAA's support of the Gore bill comes during a tumultuous period of rhetorical warfare between cable and Hollywood, and cable industry leaders quietly have sought to move the controversy out of Washington (*CV* 11/9/87 p.81). Some insiders view Mooney's speech next month as a first step in that direction.

Mooney would not comment on NCTA's strategy concerning MPAA, but he did note that the controversy could be resolved by "reasonable people coming together, cutting out the rhetoric and getting down to essential interests."

Mooney also criticized MPAA's support of Gore's legislation. "I don't think it contributes to the resolution of the controversy," he said, "for the copyright owners, as represented by MPAA, to be against the cable compulsory license but for the Gore bill, which in itself would create a kind of compulsory license for cable programming in favor of DBS interests."

However, MPAA, broadcasters and even some cable officials have accused the cable industry of its own inconsistencies: supporting the compulsory license and opposing syndicated exclusivity on one hand, while seeking exclusive use of programming on the other.

And among some industry leaders, exclusivity may loom as a higher priority than maintaining the compulsory license in its present form. "We would see, long-term, exclusivity as more important than the compulsory license," one industry lobbyist claimed. Supporting the license "is a tough argument," the lobbyist said.

"I don't think it's healthy for these industries to perpetually be at loggerheads with each other in political forums," Mooney observed. "To the degree that the compulsory license system we have today contributes to the antagonism and detracts from the development of symbiotic relationships, that's a problem for all of us."

But Mooney maintained that both the compulsory license and cable exclusivity can be justified. Cable's compulsory license, he said, has resulted in substantial subscriber viewing of distant signals. If, for example, subscribers should suddenly lose access to Major League Baseball games, "they will get damned annoyed," Mooney predicted.

"There is an important political reason for the continuation of this practice of importing distant signals," he explained. "This may not be something altogether within control of the industry parties."

Exclusivity, Mooney said, has a "long history and is generally understood to be a legitimate competitive strategy." And just as local broadcast affiliates have an exclusive right to distribute network programming in their markets, Mooney maintained that cable operators should have similar rights with cable networks.

Still, Mooney likely will find it necessary to convince Congress that cable should have a right to exclusivity. "We have to bring people in the policymaking community to understand that exclusivity is a legitimate competitive strategy," Mooney said.

However, the efforts of the large MSOs to obtain exclusivity could be hampered by small, independent operators who view the compulsory license as more crucial to their business than pursuing exclusivity, according to Steve Effros, president of the Community Antenna Television Association.

"Exclusivity is a mistaken premise," Effros claimed. "Using the exclusivity theory as your game plan for dealing with competition just ain't going to work," he argued. "Overbuilders are part of the cable industry, too."

Effros said he expects significant movement during the next year aimed at swapping changes in the compulsory license for exclusivity—a move which likely would be opposed by CATA and its members.

Further complicating the issue is a proposed amendment to the Gore bill by Sen. Larry Pressler, R-S.D., which would effectively curb bulk discounting. CATA vigorously opposed bulk discounting in the past, and the Pressler amendment, if offered, could neutralize small operator opposition to the Gore

Deals, *from page 42*

president at Cable Investments Inc., noted in a later interview. "It is now much harder and more expensive" to raise that type of debt and "that has tended to depress prices," he said.

Senior lenders still are willing to lend at seven or 7.5 times, noted Phil Hogue, president of the investment banking division at Daniels & Associates, but if prices are still in the 12 times range, "where are you going to get the mezzanine financing?" Deals that were marginal to begin with, such as very large transactions or very small ones, may not get done, he said.

Panelists also expressed reservations about other potential negatives including the pending tax bill in Congress, which would disallow the amortization of franchise costs. That provision alone could cost buyers between $100 and $200 per subscriber of deductability, said Bob Lewis, vice president for corporate development at TCI. Crawford said he primarily was concerned about the provisions for non-deductability of interest.

The introduction of uncertainty into the market has resulted in a slowdown in the escalation of prices, note industry brokers. Waller told Western Show attendees now might be a good time to buy "since you're not seeing the escalation in prices" of recent months. Lower interest rates as a result of the crash also should serve to spur buyers into the market, said Lewis. Whereas system prices might have been $1,800 a subscriber before the crash, they might average somewhere above $1,750 now, one broker speculated.

Panelists' projections for private market activity next year ran the gamut from even to more activity. Factors that could serve to accelerate deal activity next year include a change in the Administration, the change in the tax laws that will lower the effective rate, and the desire by potential sellers to maintain liquidity in an uncertain economic market.

"I would want to get deals done before November 1988," said Crawford, because of the potential change in the Justice Department. "It is very likely that limits on horizontal" consolidation will be imposed and "a less *laissez-faire* department may even try to hinder vertical integration," he said.

"1988 volume will be closer to 1987 rather than 1986," said Hogue, noting that 1986 activity was spiked by the major changes in the tax laws. While there still is uncertainty in the market, "the longer we go without a recession, the more comfortable people will get," he said.

NOTES

Jerrold's Cable Video Store launched an experimental service allowing subscribers to purchase videocassettes via their cable remote control. Called Video Collector's Corner, the new service premieres this month as a series of three 18-minute shows airing daily on the Cable Video Store. Each show previews selected videos and utilizes the purchasing ability of impulse equipment. If a subscriber chooses to purchase one of the previewed videos, the order is entered by remote control, processed by CVS and shipped directly to the customer.

CABLE STATS

Industry Growth

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	72,460,000	42,725,000	48	26,022,000	29
1986	87,800,000	69,632,000	41,772,000	47	24,101,000	27
1985	86,304,000	64,571,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH.

Cable barometer

Television households (TVHH)	87,800,000
Homes passed by cable (HP)	69,632,000
Percent of TVHH passed by cable	79.3%
Basic cable subs	41,772,000
Percent of TVHH with basic cable	47.5%
Percent of HP with basic cable	59.9%
Pay cable subs	24,101,000
Percent of TVHH with pay cable	27.4%
Percent of HP with pay cable	34.6%
Percent of basic subs with pay cable	57.6%

Satellite Lineup

Satcom III-R (RCA Americom)	Transponder
Arts & Entertainment	24
BET	20
Cable Radio Network	4
Cable Value Network	12
Cinemax (West)	23
ESPN (Blackout)	7
Financial News Network	4
rytime	3
HBO (West)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
National Jewish Television	18
QVC Network	8
Reuter Monitor Service	18
Showtime (West)	10
Tempo Sound	6
Tempo Television	6
Tempo Text	6
The Travel Channel	16
Trinity Broadcasting Network	3
TV Decisions	24
USA Network (West)	9

Satcom IV (RCA Americom)	Transponder
Alternate View Network	10
American Movie Classics	10
America's Value Network	5
Bizmet	6
Bravo	2
The Fashion Channel	14
Gospel Music Network	3
Hit Video USA	18
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Liberty Broadcasting Network	7
Madison Square Garden Network	6
The Motivation Network	3
Movietime	17
National Black Network	19
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Prime Ticket	20
The Silent Network	23V
SportsChannel-New England	23
SportsVision	9
WPIX—New York	19

Westar III (Western Union)	Transponder
CNN	5

Westar IV (Western Union)	Transponder
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Consumer Discount Network	24
National Christian Network	2
International Television Network	10D
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2

Westar V (Western Union)	Transponder
Fantasy Unrestricted Network (FUN)	24
FUN Weekend Pay-per-view	24
Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
The University Network	2
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)	Transponder
American Exxxtasy	19
Country Music Television (CMTV)	13
KTVT (Ft. Worth)	20

Galaxy I (Hughes)	Transponder
CBN Cable Network	11
Cinemax (East)	19
CNN	7
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Headline News	8
The Inspirational Network	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Request Television	12
Seeburg Adult Contemporary	3
Seeburg Contemporary Instrumental	3
Showtime (East)	5
SIN	6
Tempo Text	18
USA Network (East, Central)	21
Video Mall Network	22
WGN	3
WOR-TV	15
WTBS	18

Galaxy III	Transponder
C-SPAN	24V
C-SPAN II	14V
Eternal Word Television Network	10
National Shopping Club	23
The Meadowlands Racing Network	17
MTV Music Television	17
Nick At Night	19
Nickelodeon	19
Sky Merchant	11
Video Hits One (VH1)	15
Viewer's Choice 1+2	21,18

Spacenet I (GTE)	Transponder
ACTS	15
SelecTV	13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	4,200,000	(4/87)
2.	American Television and Communications Corp.	3,500,000	(11/87)
3.	Continental Cablevision	1,517,000	(10/87)
4.	Storer Cable Communications	1,418,000	(9/87)
5.	Cox Cable Communications	1,406,922	(9/87)
6.	Warner Cable Communications Inc.	1,367,000	(9/87)
7.	Comcast	1,200,000	(10/87)
8.	United Cable	1,134,336	(8/87)
9.	Heritage Communications Inc.	1,030,640	(10/87)
10.	Newhouse Broadcasting	1,028,543	(8/87)
11.	Viacom Cablevision	1,020,256	(9/87)
12.	Jones Intercable	928,305	(8/87)
13.	Times Mirror Cable Television Inc.	895,892	(9/87)
14.	Sammons Communications Inc.	821,033	(9/87)
15.	UA Cablesystems Corp.	780,593	(10/87)
16.	Cablevision Systems Corp.	740,836	(12/87)
17.	Paragon Communications	650,000	(10/87)
18.	Century Communications Corp.	600,000	(12/86)
19.	Cablevision Industries	585,198	(8/87)
20.	Daniels & Associates	573,658	(10/87)
21.	Rogers Cablesystems Inc.	534,303	(9/87)
22.	American Cablesystems Corp.	515,448	(10/87)
23.	Centel Cable	510,049	(10/87)
24.	Telecable Corp.	498,165	(8/87)
25.	Adelphia Communications	451,736	(10/87)
26.	Cooke Cablevision	440,589	(9/87)
27.	Scripps-Howard	400,000	(10/87)
28.	Falcon Cable Comm.	379,000	(2/87)
29.	Wometco Cable TV Inc.	377,436	(7/87)
30.	Post-Newsweek	374,275	(9/87)
31.	Prime Cable Corp.	339,990	(9/87)
32.	TCA Group	335,023	(10/87)
33.	Multimedia Cablevision	302,280	(11/87)
34.	Tele-Media	297,567	(10/87)
35.	Maclean Hunter Cable TV Ltd.	287,142	(9/87)
36.	Colony Communications Inc.	274,986	(10/87)
37.	Rifkin & Associates	260,000	(10/87)
38.	Lenfest Group	247,640	(9/87)
39.	Western Communications	243,006	(9/87)
40.	TKR Cable Co.	233,191	(9/87)
41.	Adams-Russell Communications	226,000	(9/87)
42.	Communications Service Inc.	210,000	(12/86)
43.	Service Electric Cable TV Inc.	200,000	(9/87)
44.	TCI-Taft	197,853	(8/87)
45.	Hauser Communications Inc.	182,964	(10/87)
46.	Cencom Cable	175,175	(8/87)
47.	Sutton Capital Corp.	152,676	(8/87)
48.	Media General Inc.	151,211	(7/87)
49.	Harron Communications	150,770	(7/87)
50.	Greater Media	149,091	(9/87)
51.	First Carolina Communications Inc.	146,395	(10/87)
52.	Palmer Communications	143,101	(10/87)
53.	Armstrong Utilities	140,808	(9/87)
54.	Cable Systems USA	133,000	(9/87)
55.	Marcus Communications	131,108	(8/87)
56.	Televents Inc.	128,918	(10/87)
57.	Essex Communications Corp.	126,745	(7/87)
58.	Summit Communications	122,969	(10/87)
59.	U.S. Cable Corp.	119,548	(8/87)
60.	Simmons Communications	114,816	(10/87)
61.	Columbia International	114,232	(9/87)
62.	Northland Communications	114,025	(12/87)
63.	Brenner Communications Co.	113,783	(11/87)
64.	King Videocable	112,829	(10/87)
65.	Sonic Communications	111,585	(8/87)
66.	Harte-Hanks Communications	110,549	(10/87)
67.	Multi-Channel TV Cable Inc.	110,134	(9/87)
68.	Booth Communications	106,779	(10/87)
69.	Scott Cable Communications	106,277	(7/87)
70.	M.L. Media Partners	99,101	(10/87)
71.	Susquehanna Broadcasting	93,024	(10/87)
72.	James Communications	92,184	(8/87)
73.	McDonald Group	90,079	(8/84)
74.	Omega Communications	88,122	(8/87)
75.	WEHCO Video	88,114	(10/87)
76.	Coaxial Communications	84,859	(9/87)
77.	United Video Management	84,034	(9/87)
78.	Midcontinent Cable Systems Co.	83,331	(11/87)
79.	Pencor Services	83,281	(8/87)
80.	Star Cablevision Group	79,892	(7/87)
81.	C-4 Media Corp.	69,482	(10/87)
82.	Masada Corp.	69,120	(10/87)
83.	Enstar Communications	68,448	(10/87)
84.	Selkirk Communications	68,000	(10/87)
85.	Chambers Communications Corp.	60,798	(11/87)
86.	Mountain Cable Co.	59,336	(9/87)
87.	North American Comm. Corp.	56,739	(11/87)
88.	Insight Communications	55,018	(10/87)
89.	Cardinal Communications	53,870	(8/87)
90.	Hearst Communications of California	51,481	(9/87)
91.	State Cable TV	50,886	(10/87)
92.	Galaxy Cablevision	49,006	(9/87)
93.	Helicon Corp.	49,000	(8/87)
94.	Commonwealth Cable Systems	47,500	(9/87)
95.	Dowden Communications	47,386	(10/87)
96.	Joseph Gans Cable TV	46,532	(11/86)
97.	New England Cablevision	46,296	(10/87)
98.	Prestige Cable TV, Inc.	40,344	(7/87)
99.	Tidel Communications	40,230	(10/87)
100.	Acton Corp.	38,500	(10/87)

Subscriber counts are provided by MSOs and systems to CableVision Magazine Inc. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to CableVision, Attention: Candace Drake, Cable Stats, 432 Park Avenue South, Suite 1109, New York, NY 10016.

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Woodbury (Long Island), NY	Cablevision Systems Corp.	289,010	(11/87)
2.	San Diego, CA	Cox Cable	287,846	(9/87)
3.	Manhattan, NY	ATC	233,200	(6/87)
4.	San Antonio, TX	Rogers Cablesystems	219,466	(9/87)
5.	East Orange, NJ	Maclean Hunter	193,397	(9/87)
6.	Puget Sound, WA	Viacom	184,000	(8/87)
7.	Honolulu, HI	ATC	182,500	(6/87)
8.	Houston, TX	Warner Cable	182,000	(9/87)
9.	Phoenix, AZ	Times Mirror	173,810	(9/87)
10.	Hartford/Plainville/Vernon, CT	United Cable	166,828	(10/87)
11.	Wayne, NJ	UA Cablesystems	158,104	(10/87)
12.	Englewood, CO	United	155,355	(10/87)
13.	Louisville/Jeff. Co., KY	Storer Communications	155,000	(9/87)
14.	Cincinnati, OH	Warner	154,000	(9/87)
15.	Hampton Roads, VA	Cox Cable	150,103	(9/87)
16.	Tulsa, OK	United	149,797	(10/87)
17.	Fairfax, VA	Media General	147,149	(11/87)
18.	Rochester, NY	ATC	145,300	(6/87)
19.	Cherry Hills, NJ	NYT	145,075	(7/87)
20.	Orlando,FL	ATC	143,500	(6/87)
21.	Atlanta, GA	Prime Cable Corp.	142,529	(9/87)
22.	Jacksonville, FL	Continental Cablevision	142,353	(10/87)
23.	Kansas City, MO	ATC	130,000	(6/87)
24.	Baltimore County, MD	Comcast	130,000	(10/87)
25.	Buffalo, NY	Adelphia Communications	128,105	(4/87)
26.	San Jose/Campbell, CA	Gill Cable	128,000	(11/87)
27.	Erie County, NY	Adelphia	127,160	(3/87)
28.	Manhattan, NY	Paragon Cable	126,000	(9/87)
29.	Seattle, WA	Tele-Communications Inc.	125,000	(12/86)
30.	Memphis W. Memphis, TN	ATC	120,400	(6/87)
31.	Charlotte, NC	ATC	118,791	(3/87)
32.	Long Island, NY	Viacom	116,000	(8/87)
33.	San Francisco, CA	Viacom	112,000	(8/87)
34.	Austin, TX	ATC	110,900	(6/87)
35.	Pompano, FL	American Cablesystems	110,251	(10/87)
36.	St. Louis Co., MO	Cencom Cable	109,732	(8/87)
37.	San Diego, CA	ATC	107,400	(6/87)
38.	Warren, NJ	TKR	105,923	(9/87)
39.	Toledo, OH	Blade Communications	105,470	(10/87)
40.	San Juan, PR	ML Media Partners	104,823	(11/86)
41.	Dallas, TX	Heritage	100,713	(8/87)
42.	Southeast Michigan	Comcast	100,031	(10/87)
43.	Jefferson Parish/Kenner, LA	Cox Cable	98,773	(9/87)
44.	Wilmington, DE	Heritage	97,954	(10/87)
45.	Grand Rapids, MI	UA Cablesystems	96,817	(10/87)
46.	Pinellas County, FL	Vision Cable	93,920	(9/87)
47.	Escondido, CA	Times Mirror	92,997	(9/87)
48.	Indianapolis, IN	Comcast	92,000	(10/87)
49.	Dade/Broward, FL	Storer	92,000	(9/87)
50.	Richmond, VA	Continental	89,839	(10/87)
51.	Raleigh/Durham, N.C.	ATC	88,198	(3/87)
52.	Boston, MA	Cablevision Co.	87,437	(11/87)
53.	Wichita, KS	Multimedia Cablevision	86,448	(11/87)
54.	Tacoma, WA	Viacom	86,000	(8/87)
55.	Pittsburgh, PA	TCI	85,000	(12/86)
56.	Naples, FL	Palmer Communications	84,307	(10/87)
57.	Worcester, MA	Greater Media	83,832	(11/87)
58.	Greensboro, NC	ATC	82,000	(11/87)
59.	Harrisburg, PA	Sammons Communications	80,647	(9/87)
60.	Orange County, CA	Times Mirror	80,463	(9/87)
61.	Milwaukee, WI	Warner	80,000	(9/87)
62.	Dover, Morristown, NJ	Sammons	79,361	(9/87)
63.	Nashville, TN	Viacom	79,000	(8/87)
64.	Las Vegas, NV	Prime	78,918	(9/87)
65.	Baton Rouge, LA	Daniels & Assocs.	78,669	(10/87)
66.	New Orleans, LA	Cox Cable	75,581	(9/87)
67.	Oakland County, MI	United	75,226	(10/87)
68.	Akron, OH	Warner	75,000	(9/87)
69.	Allentown, PA	Service Electric	75,000	(9/87)
70.	Flint, MI	Comcast	75,000	(10/87)
71.	South Bend, IN	Heritage	74,492	(8/87)
72.	Melbourne/Cocoa, FL	ATC	74,200	(6/87)
73.	Santa Monica, CA	Century Communications	74,000	(5/86)
74.	Cook County, IL	Continental	72,645	(10/87)
75.	South Texas, TX	Heritage	72,638	(10/87)
76.	Contra Costa Co. CA	Televents	72,252	(10/87)
77.	Ocean County, NJ	Adelphia	72,110	(10/87)
78.	Providence/Warwick, RI	Times Mirror	72,063	(9/87)
79.	Cleveland Heights, OH	Viacom	72,000	(8/87)
80.	Columbus, OH	Warner	72,000	(9/87)
81.	Omaha, NE	Cox Cable	71,340	(9/87)
82.	Medford Complex (Boston Suburbs), MA	Warner	71,000	(9/87)
83.	Lower Fairfield Co., CT	Cablevision Co.	70,243	(11/87)
84.	Fayetteville, NC	ATC	70,136	(3/87)
85.	Des Moines, IA	Heritage	69,661	(10/87)
86.	Hillsborough, FL	Paragon	69,000	(9/87)
87.	St. Petersburg, FL	Paragon	69,000	(9/87)
88.	Greater Bridgeport, CT	Cablevision Co.	68,422	(11/87)
89.	Little Rock, AR	Storer	68,000	(9/87)
90.	Indianapolis,IN	ATC	67,600	(6/87)
91.	Oklahoma City, OK	Cox Cable	67,489	(9/87)
92.	Lincoln, RI	Heritage	66,894	(10/87)
93.	Birmingham, AL	ATC	66,254	(3/87)
94.	El Paso, TX	Paragon	66,000	(9/87)
95.	Syracuse (suburbs), NY	NewChannels Corp.	66,000	(7/87)
96.	New Haven, CT	Storer	66,000	(9/87)
97.	Winston-Salem, N.C.	Summit Communications	65,848	(10/87)
98.	Monterey, CA	Western Communications	63,815	(4/87)
99.	W.San Fernando Valley, CA	Cablevision Industries	63,121	(8/87)
100.	Madison, WI	TCI	63,000	(12/86)